

Rep Order# 9854149 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 11/01/2012 11:05 AM  
Last Received: 11/01/2012 10:48 AM  
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate#  
Buyer CASEY BESSETTE  
Phone#  
Fax#

69582  
Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E  
Flight Dates 11/02/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	3P-4P	L&O	:30	\$250.00	11/03-11/03	1 P2	1	1	\$250.00	
	2	F,M	8A-9A	LITTLE HOUSE	:30	\$350.00	11/02-11/05	2 P1	1	2	\$700.00	
	3	SU	2P-3P	L&O	:30	\$350.00	11/04-11/04	1 P2	1	1	\$350.00	
	4	SA	1035P-1105P	2.5 MEN	:30	\$500.00	11/03-11/03	1 P1	1	1	\$500.00	
	5	F,M	530P-6P	FEUD	:30	\$450.00	11/02-11/05	2 P1	1	2	\$900.00	
	6	SU	3P-4P	L&O	:30	\$400.00	11/04-11/04	1 P2	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 8 / \$3,100.00

---SALES MONTHLY TOTALS---

Nov 12: 8 / \$3,100.00

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Sales Totals: 8 / \$3,100.00  
Station Totals: 8 / \$3,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$155,000

CABL	0%	EKRC	2%	UNKN	98%	WBQC	0%	WCPO	0%
WKRC	0%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null  
Demos RA35+



Order / Rev:	69582	Advertiser:	Priorities USA Action
Alt Order #:		Product Desc:	CW Cincinnati
Flight Dates:	11/02/12 - 11/06/12	Estimate:	9854149

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	EKRC	11/03/12	11/03/12	Sa 1035p-1105p	CM	1035p-1105p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----S-	1	\$500.00	0.00								
N 5	EKRC	11/02/12	11/05/12	M-F 5p-6p	CM	5:30 PM-6:00 PM	M---F--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	M---F--	2	\$450.00	0.00								
N 6	EKRC	11/04/12	11/04/12	Su 12p-7p	CM	3:00 PM-4:00 PM	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----S	1	\$400.00	0.00								
													Totals	8	\$3,100.00